SBSS Express Seminars Graphic Design Seminar Script.

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The Apple Macintosh has long been recognized by the creative community for its graphic capabilities. However, of the 2.5 million graphic designers in the United States, less than 20% are computerized. And over the next five years, it is estimated that graphic design firms will spend as much as $1 billion on computer equipment for personal computer-based color prepress systems.[1] Because of these facts this market represents a great opportunity for you.

This SBSS Express Seminars Business Solution will help you to present effectively to independent graphic designers and design studios. Using these demonstrations in a seminar will allow you to highlight some of the most important business tasks these customers need to perform and get many key benefits across in a short period of time.

To enhance your demonstrations, you may want to use some relevant findings of recent research studies. The results highlighted below can add impressive proof to the benefits and advantages of owning an Apple Macintosh personal computer.

Productivity

In a graphic design studio, the more work designers can turn around, the more they can bill. So increased productivity is a key selling point for the Macintosh. Since all Macintosh applications work virtually the same way, once they've learned one, they're on their way to learning them all. According to an independent study, a base of consistent applications is the most important factor for increasing users' productivity.[2]

Another key point you may want to incorporate throughout your seminar is that there are thousands of programs in virtually all areas of business available for the Macintosh. Graphic designers will be interested to know that programs are available in specific creative areas such as: painting, drawing, illustration, animation, desktop publishing, image processing and more. And, because Macintosh applications are consistent, they will be able to learn new programs more quickly.

Compatibility/Connectivity

Macintosh compatibility and connectivity are additional benefits you can highlight during your seminar. Emphasize the networking capabilities built-in to every Macintosh, like connecting to other computers or prepress systems like Scitex and Linotronic. In addition, your audience should know that Macintosh has the capability to read from and write to MS-DOS, Windows and UNIX. You may want to demonstrate these benefits by running the compatibility and connectivity demo, which is included on your Express Seminars CD.

Price/Value Comparison

Almost two thirds of graphic designers are self-employed. Since they are spending their own money to purchase a computer, they may be especially price-sensitive. It is important to remind them that Macintosh systems can ultimately be less expensive than other personal computer systems because set up and training costs, networking costs and overall support costs are much lower.[3] And when they are ready to upgrade their systems, Macintosh computers provide cost-effective growth paths.

You may also want to emphasize the affordability and value of Macintosh computers over other brands. Stress that Macintosh has more built-in features, so it can do more for less money. A recent study concludes that, overall, Macintosh computers offer the best price-performance value, when compared with similarly configured IBM and Compaq personal computers.[4]

Training/Installation

Graphic designers may express concern about downtime required to learn a computer system. Or that "learning as they work" could make them miss deadlines. A short learning curve is a real benefit since most people don't consider the impact of training on their purchase costs. A recent study shows that Macintosh users require less time to learn to use their computers than users of Windows 3.0.[5] In a recent independent survey Macintosh users rated their productivity 37% higher than MS-DOS users rated their productivity, and 32% higher than users of Windows 2.0.[6]

All of these points can help you build to a natural conclusion containing this kind of "bottom line" message: Macintosh is a powerful, versatile business tool that can make graphic designers more productive in virtually every aspect of their business. And this consistent, proven technology can be theirs at a truly affordable price.

Preparation Notes

Like the original SBSS Graphic Design Business Solution, each folder contains applications that perform the functions indicated by the folder name. These demonstrations have been designed with graphic design needs in mind and for presentation to a group.

As before, we have used a "Say This, Do This, Show This" format to provide easy instructions for demonstrations. We've also included a MediaTracks version of each demonstration so you can use a self-running presentation, if you choose.

Here are the contents of the Graphic Design Business Solution for Express Seminars.

Design Process:

- Logo/Adobe Illustrator
- Masthead/Aldus FreeHand
- Newsletter/QuarkXPress

Accounting:

- Time & Billing/Timeslips III
- Timeslips Reports/Timeslips III
- Dell & Reed Associates/Accountant, Inc.

Business Management:

- Forms/FileMaker Pro
- Word Processing/Microsoft Word
- Office Communications/MediaTracks/QuickMail
- Project Planning/MacProject II
- Project Budget/Microsoft Excel

Marketing & Presentations:

- Profile/Backgrounder/PageMaker
- Image Processing/Adobe Photoshop
- Client's Presentation/Aldus Persuasion
- Animated Presentation/MacroMind Director

Prepress Production:

- Underwater Photo/Adobe Photoshop
- Finished Newsletter/QuarkXPress

[1] ***Kline & Company, Fairfield, NJ***

[2] ***Gartner Group,*** June, 1989

[3] ***Gartner Group,*** June, 1989

[4] ***Ingram Laboratories****,[†] February, 1991

[5] ***Diagnostic Research, Inc.,*** March, 1991

[6] ***Diagnostic Research, Inc.,*** March, 1990

[†] To assign a price-performance value to the systems tested, a ratio was calculated using the manufacturer's suggested retail price (SRP) and Ingram's results. The ratio is calculated by dividing a given system's performance index by the system's SRP. The greater the price-performance value, the greater the system's value to the customer (that is, a system with a .5 ratio offers greater value than a .3 system).

Based on manufacturer's suggested retail prices as of February, 1991. Current SRPs may have changed.

Unless otherwise noted, figures cited are from the Apple Market Model Guide.

Industry Overview

The Market

- Over 2.5 million graphic designers in the United States.
- 200,000 graphic design studios; majority have annual revenues of less than $250,000.
- The graphic design market is growing at 4-6% annually.
- There are four areas of focus in the graphic design industry:
  - Advertising design (ads, direct mail, collateral)
  - Publication design (corporate literature, annual reports, newsletters, newspapers, periodicals, directories)
  - Environmental graphics (exhibits, displays, signage)
  - Presentations (slides, viewgraphs, video, multi-image, multi-media)

The Opportunity

- Macintosh has always been the favorite computer of graphic designers and is recognized for its graphic capabilities.
- There is less than 20% computer penetration to date.
- Estimates indicate that medium- to large-sized graphic design studios will spend as much as $1 billion on computer equipment for personal computer-based color prepress systems over the next five years.
- Automation allows studios to do more work in-house (thereby increasing billings), and to shorten project cycles.
- Graphic designers are driven more by creative license and concern for aesthetics (creative quality) than price.
- Macintosh maximizes creative choices and flexibility, enhancing opportunities for competitive differentiation.
- Ease-of-use in learning new programs will greatly facilitate the necessary transition into computerization.
- Graphic designers can strongly influence their clients' use of computers, meaning double market potential for you.

The Target

- The average graphic designer is under 40.
- Income is less than $50,000 annually.
- Educational background varies. Many designers have graduate degrees, especially firm principals and those making buying decisions; others have four-year design degrees or two-year vocational degrees.

Market Challenges/Solutions

Challenges:

- The most important requirement for graphic designers is visual quality.
- As more work moves in-house, designers are having to learn more about typesetting, photography and prepress production; resistance to this could be reduced by highlighting the profit potential of these new services.
- Some production artists could be wary of being "replaced" by a computer.
- Graphic designers are trying to determine how to charge for the services they can now turn around quickly in-house, but cost them more because of the cost of the computer, training costs, or higher talent costs for freelancers trained on the computer.
- With graphic design as a multi-function industry becoming more complex, a strong knowledge of the design process will be helpful.
- In general, graphic designers are primarily concerned with the computer's creative capability then its general productivity capabilities.

Specific Studio Concerns:

- Down time required to learn how to use a computer or extended project time required during learning curve.
- How to combine traditional design methods and materials with the computerization process.

Key Solutions:

- Provide information on how computerization can automate business functions and speed up the time it takes to complete redundant tasks, allowing more time for creative functions.
- Discuss and demonstrate how typesetting, word processing, illustration and page layout software integrate to provide a complete solution that enhances creativity in a minimum of time.
- Emphasize how better control of the production process means higher quality, reduced costs and the ability to manage more projects successfully.
- Demonstrate how complete, in-house solutions will provide a competitive edge.
- Based on the size and tasks handled by graphic design studios, a range of Macintosh solutions — from low- to high-end products, may be appropriate.

For more detailed information, please refer to your Apple Market Model Guide.

Source: The Apple Market Model Guide. © Apple Computer, Inc., © Qualitative Marketing, 1990.

Using the Automated Business Solution Demonstrations

Each of the five folders appearing in the Graphic Design demonstration has been recorded separately in color MediaTracks. You may select the order in which you would like to demonstrate them. At the bottom of the screen you will find 3 buttons that will allow you to navigate through each demonstration.

Play Button (▶) – Allows you to continually move forward.

Pause Button (❚❚) – Allows you to momentarily stop the demonstration.

Stop Button (■) – Allows you to quit the demonstration.

In addition to those icons, MediaTracks will allow you to control the playback of tapes by using the Macintosh keyboard. Below is a list of the commands and the keys that activates the demonstration.

Launching the Automated Business Solutions

- Open Express Seminars Solutions folder.
- Open Automated Demonstrations folder.
- Open Graphic Design folder.
- Open Graphic Design tape icon to begin.

To view the MacroMind demonstration included in this Business Solution:

- Click the Quit to Animation button.
- Double click the Animated Presentation icon.
- When finished, double click the Graphic Design tape icon to resume the MediaTracks demonstration.

General Tips

Display or Hide the Control Panel

Pressing the "H" key on the keyboard will display the control panel for MediaTracks. Clicking on any one of the icons activates them. Pressing the "H" key again will shrink the control panel into an icon. You can hide the icon by holding down the Option key and clicking the icon.

Speed Control

Pressing the "Up Arrow" (↑) on the keyboard will speed up the playback of the tape.

Pressing the "Down Arrow" (↓) on the keyboard will slow down the playback of the tape.

Pause

By pressing the "P" key, you pause the playback of the tape. Pressing the key once more will cause the tape to play again.

Stop

To stop a tape press the "S" key. Most of the time this will also cause MediaTracks to quit, taking you back to the Finder.

Rewind (Start over)

To replay a tape from the beginning press the "[" key.

Repeat

Pressing the "A" key will cause MediaTracks to replay the current tape over continuously. To turn off this feature press the "A" key once more. Pressing the "S" key will still stop the tape playback.

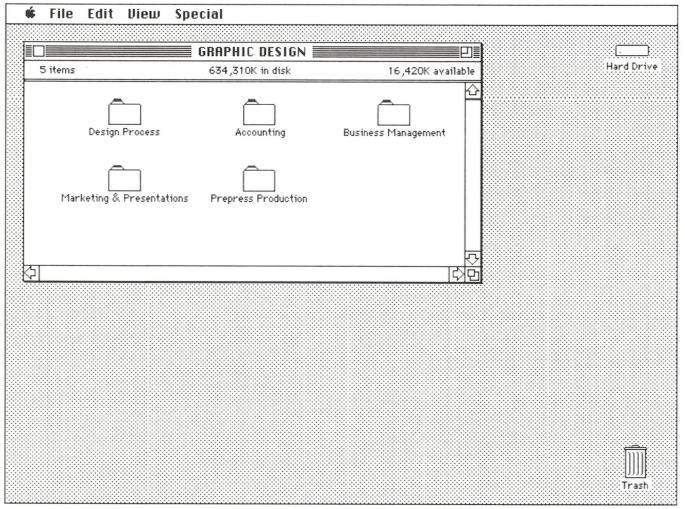
Skip Forward

To skip immediately to the beginning of the next feature, press the "forward arrow" (→) key.

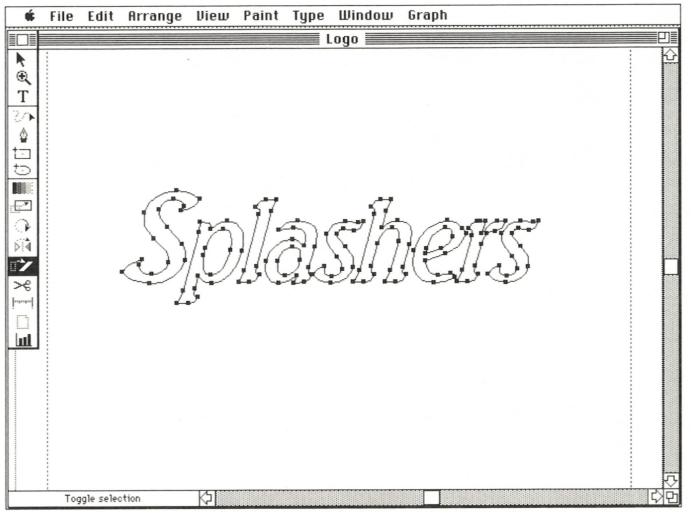
Skip Back

Pressing the "backward arrow" (←) key takes you back to the beginning of the current tape.

Graphic Design

Say This	Do This	MediaTracks Do This	Show This
In today's business climate, you have to be versatile to stay competitive. And Apple Macintosh personal computers can help you run your entire design firm more efficiently because it's as versatile as you are. Offering thousands of powerful software applications to choose from, Macintosh personal computers work for you to provide better service to your clients — and improve your bottom line.	Open **Hard Drive** by double clicking the icon or by selecting it (clicking once) and choosing **Open** under File menu. Open **Graphic Design** folder. ▸	Open **Graphic Design** tape icon.	
The creative design process, accounting, business management, marketing and presentations, and prepress production work are important aspects of most graphic design studios. We'll go through examples of how Macintosh can help with each area. Notice that Macintosh is organized like your office is — no directories or complicated commands. Just folders showing the work that needs to be done.	Use the mouse to move the pointer over each folder as you name it.		
As you'll see throughout this demonstration, all Macintosh software programs share consistent menus and use commands in plain English, like, cut, copy and paste. There's even an undo command if you change your mind about something you've just done.	Use the mouse to highlight the pull-down menus, pointing out some common commands in the Edit menu.		

Design Process

Say This	Do This	MediaTracks Do This	Show This
When it comes to design, you need a computer that works as hard as you do. A Macintosh offers you unparalleled versatility in graphics manipulation that enables you to focus on what you do best — great design.	Open **Design Process** folder. Open **Logo** document. This file will demonstrate steps involved in creating a logo. Click any line in the art to select logo. Select **shear tool** (– fifth tool from bottom in toolbox). Hold down **Option** key and click anywhere on the "S". Type **15°** in the **Shear** dialog box to change angle of the logo. Click **OK** button. ▸	Click on **Design Process** folder to launch demonstration.	
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		Click on **play** button (▶) to continue throughout.	
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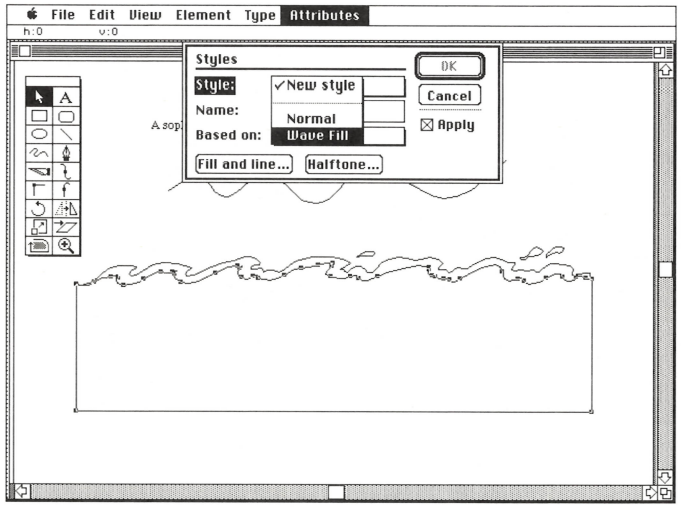
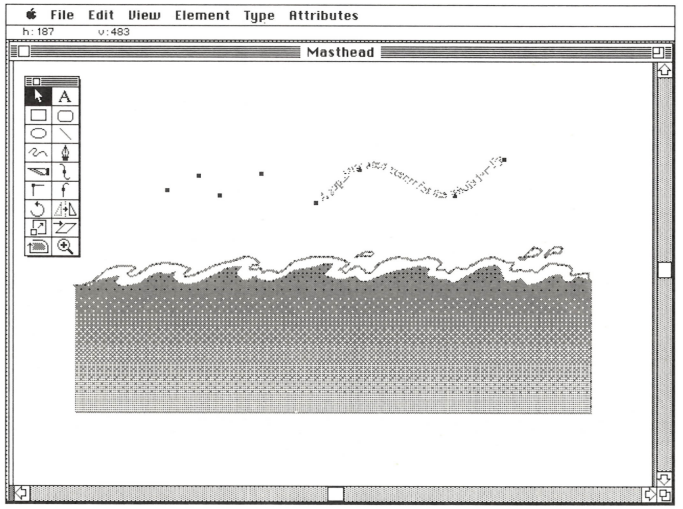
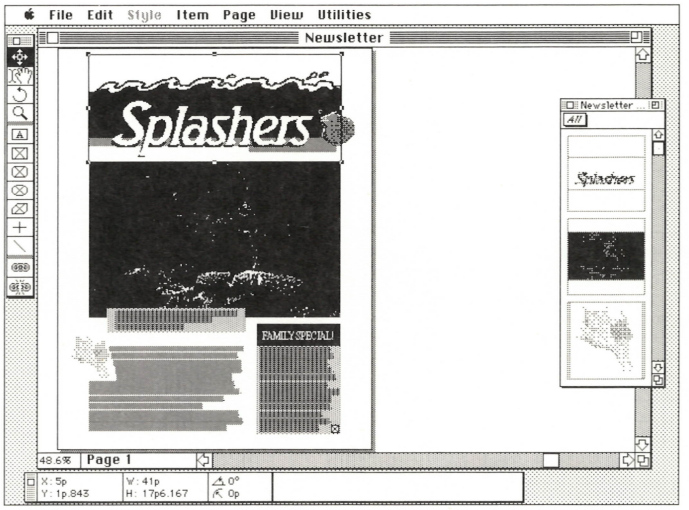
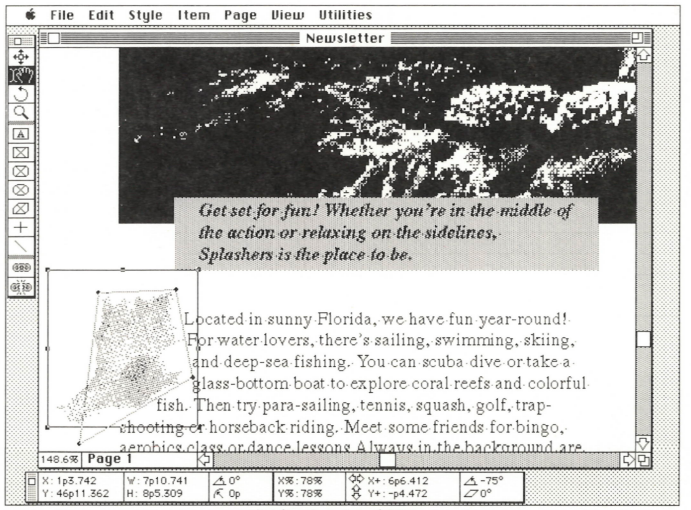
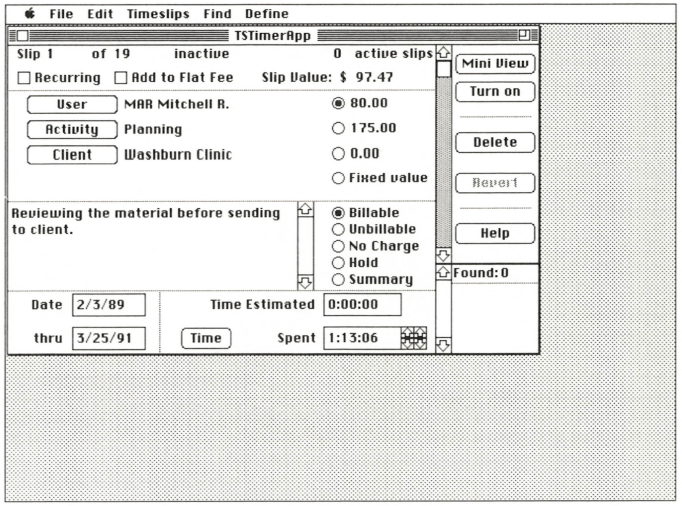
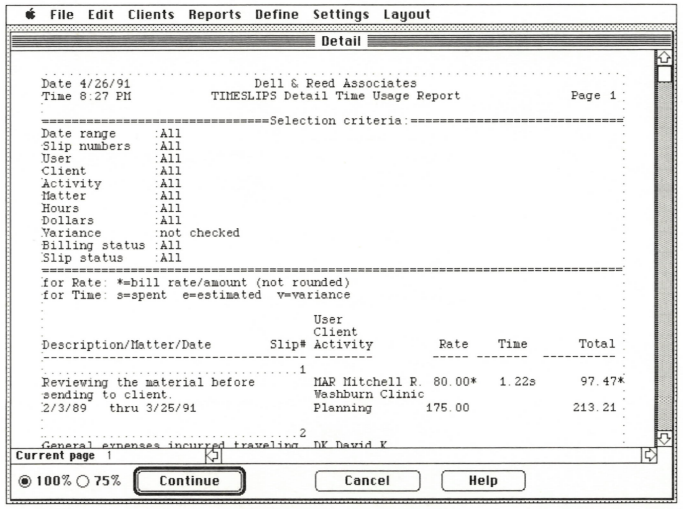
Say This	Do This	MediaTracks Do This	Show This
When you design with a Macintosh you can quickly try out various graphic effects which would take many days and dollars using traditional methods. • For example, you can scan in a layout, then use it as a template in a drawing program to trace over. • You can also apply color, patterns, and even graduated fills. Here we have applied a graduated fill with tints of a PANTONE color, creating a striking visual for our newsletter logo.	Open **Masthead** document. This demonstration shows how to add a fill pattern to an illustration. Under **View** menu use **Magnification** submenu to choose **100%**. Click bottom line of the art to select it. Choose **Styles** from Attributes menu. Choose **Wave Fill** from Style pop-up menu. ▸ Click **OK** button. Click away from art to deselect it. Choose **Preview** from View menu.	•	 *Application: Aldus FreeHand*
Another benefit is the ability to alter type. • You can align text to a path, as we have done here for a tagline. And with interchangeable file formats (like EPS and TIFF) you can easily export your artwork for use in page layout programs. You can also open these files in other applications to make further alterations.	Continue the demonstration to show how to manipulate text to align with patterns or objects. While holding down **Shift** key, click on **text** at the top of the page and on **wavy line** below it. Choose **Join elements** from **Element** menu. ▸ Click away from art to deselect it. Using the **Magnifying Glass** tool (🔍– lower right corner of toolbox), click once or twice on the type for a closer examination. Choose **Quit** from File menu. Choose **No** when Save Changes dialog box appears.	•	 *Application: Aldus FreeHand*

Say This	Do This	MediaTracks Do This	Show This
If you work with publication design, you know the time and creative energy involved in making a document look just right. Macintosh provides many options for managing the various graphic elements in your printed pieces. • You can store artwork, photos and logos in a library file. • Here is the masthead we've created for the Splashers newsletter.	Open **Newsletter** document. This file will incorporate the logo into a newsletter. Scroll to the top of the page. Choose **Library** from Utilities menu. Open **Newsletter Library** from the list. Click **Splashers** logo in library window. Drag logo from library to top of masthead. Item will snap in place when top of box is aligned with the top of the page. ▸ Close **Newsletter Library** window.	•	 *Application: QuarkXPress*
You can also manipulate the text and graphic elements in your publications — resize, skew, apply color and specify text wraps all in one dialog box. For example, this seashell can be rotated to alter the text wrap. Macintosh gives you the time and flexibility to try more variations and offer your client more choices. You can make revisions much faster, while keeping your project moving, too. Layouts and comps that used to take days can now be done in hours and will be much closer to the final product. Macintosh can help improve your design product by improving the way you work. It can also help with virtually every aspect of your business. Let's look at some examples now.	Now show how to alter elements of the newsletter. Using **Magnifying Glass** tool (🔍– fourth tool from top of toolbox), click once on **seashell** in the lower left of the page. Scroll until seashell is in center of screen. Using the **grabber hand/text** tool (✋ – second from top of toolbox), click **seashell**. Enter **-75°** next to image rotation tool (∠– upper right corner of measurements palette at bottom of screen). Press **Return** key to rotate the image. ▸ Click away from seashell to deselect it. Choose **Go to** from Page menu. Enter **1** in the options box, then click **OK.** Choose **Fit in Window** from View menu to view finished document. Choose **Quit** from File menu. Choose **No** when Save Changes dialog box appears.	•	 *Application: QuarkXPress*
	Close **Design Process** folder.	End of demonstration.	

Accounting

Say This	Do This	MediaTracks Do This	Show This
As you know, accounting and accurate tracking of time are critical to the profitability of your projects. This is especially true if you are working with a fixed fee contract. Macintosh can help you track time and billing with automatic time reports. • Think of how much time is often left unbilled — like the quarter hour here and half hour there spent in phone conversations with the client or doing revisions. • Also, using too much time can cut into profitability, especially when using contract talent. • This built-in "stop-watch" will automatically track your time, to help you recover that "lost" time.	Open **Accounting** folder. Open **Time & Billing** document and immediately hold down the **Shift** key until dialog box appears. Select **Resident Data Set** and click **Open**. ▸ Choose **New Timeslip** from Timeslips menu to create a new slip. Click **User** button. Highlight a user from list, then click **Select** button. Click **Activity** button. Highlight an activity from list, then click **Select** button. Click **Client** button. Highlight a client from list, then click **Select** button. Click **Turn on** button to activate timer. Click **Mini View** button. Click **Turn off** button when you are done. Choose **Quit** from File menu.	Click on **Accounting** folder to launch demonstration. • • Click on **play** button (▶) to continue throughout. • • • • • • • • • • • • • •	 *Application: Timeslips III*
You can also print out time and billing reports to analyze the time you estimated, time spent and the variance on a particular client's job. • You can print your report or convert it to a graph to visually communicate the details to your clients. When time and billing functions are automated, you're able to see which jobs are profitable and which aren't. By doing so, you'll be able to more accurately estimate future jobs.	Open **Timeslips Reports** document. Choose **Continue** when dialog box appears. Choose **Timeslips** from Reports menu. Choose **Detail** from Report type pop-up menu. Click **Print** button to view report. ▸ Click **Cancel** button to close report window. Choose **Quit** from File menu.		 *Application: Timeslips III*

Accounting

Say This

In addition to time and billing, you can use Macintosh to manage all your accounting needs from general ledger to accounts receivable to billing and inventory control. Here's an example of the flexibility you have to create invoices.

- Using the pull-down menus, you can create an invoice, review client information and scan services on the screen simultaneously.
- By clicking on a client's name, all relevant information is transferred to the invoice — address, terms and mark-up.

That's just the beginning of what you can do on a Macintosh.

- You can review financial reports, like income statements, accounts receivable, taxable income and even payroll reports, so you always know the status of your business.
- Project analysis lets you access other types of reports to help you better assess the profitability of specific projects and manage your business.

When it comes to accounting needs, Macintosh can help you make the most of your billable and non-billable time, therefore making your business more profitable. And it will give you the information you need, when you want it.

Do This

Open **Dell & Reed Associates** document.
Click mouse once to continue.
Show pull-down menus for **Journals**, **Forms**, **Payroll** and **Reports**.
Choose **Invoice** from Forms menu.
Press **Tab** key. The Customers window appears.
Double click any **customer name** to enter on the invoice.
Click first line of **Description** column and press **Tab** key. The Inventory window appears. ▸
Double click **Concepting** to enter on the invoice.
Enter **2** into the first line of **Qty** column.
Press **Tab** key.

Under **Reports** menu, use **Analysis** submenu to choose **Project**. The Project Analysis window appears.
Scroll report list and click **Profitability** to select.
Click **Analyze** button to create a report. ▸
Choose **Quit** from File menu.

Close **Accounting** folder.

MediaTracks Do This

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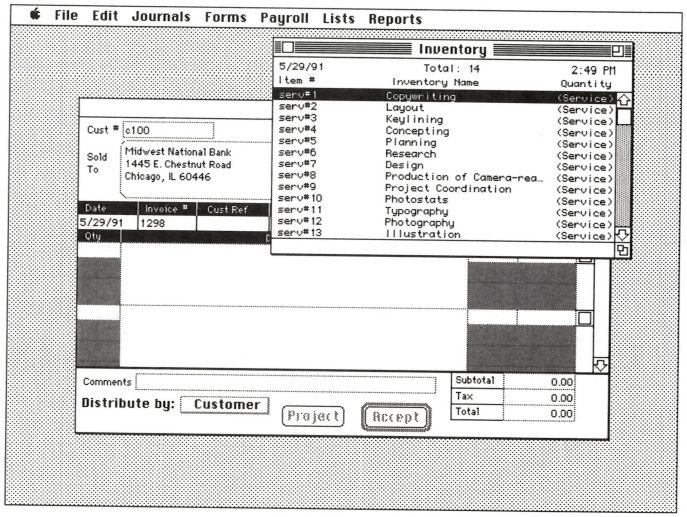
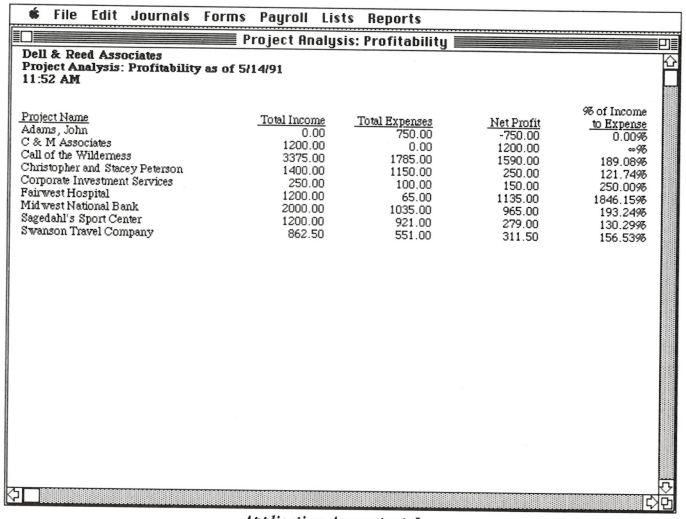
End of demonstration.

Show This



Application: Accountant, Inc.


File Edit Journals Forms Payroll Lists Reports
Project Analysis: Profitability
Dell & Reed Associates
Project Analysis: Profitability as of 5/14/91
11:52 AM
Project Name
Total Income
Total Expenses
Net Profit
% of Income to Expense
Adams, John 0.00 750.00 -750.00 0.00%
C & M Associates 1200.00 0.00 1200.00 ∞%
Call of the Wilderness 3375.00 1785.00 1590.00 189.08%
Christopher and Stacey Peterson 1400.00 1150.00 250.00 121.74%
Corporate Investment Services 250.00 100.00 150.00 250.00%
Fairwest Hospital 1200.00 65.00 1135.00 1846.15%
Midwest National Bank 2000.00 1035.00 965.00 193.24%
Sagedahl's Sport Center 1200.00 921.00 279.00 130.29%
Swanson Travel Company 862.50 551.00 311.50 156.53%

Application: Accountant, Inc.

Business Management

Say This

When you get your internal office systems flowing smoothly, everything seems to go better. And Macintosh can help you improve the forms you currently use, control budgets, upgrade correspondence and communicate better.

Putting all your office forms and documents on Macintosh is a good way to begin to streamline your operation.

Graphic design studios can be form intensive — forms for printing specs, purchase orders, estimates, check requests and more. Macintosh can help you save time and money by automating all of them, giving you more time to devote to your creative work.

- Just automate existing forms or design a variety of new forms, like the specifications form you see here.
- You can also use your Macintosh to keep completed forms on file so you can sort by client or project.

Do This

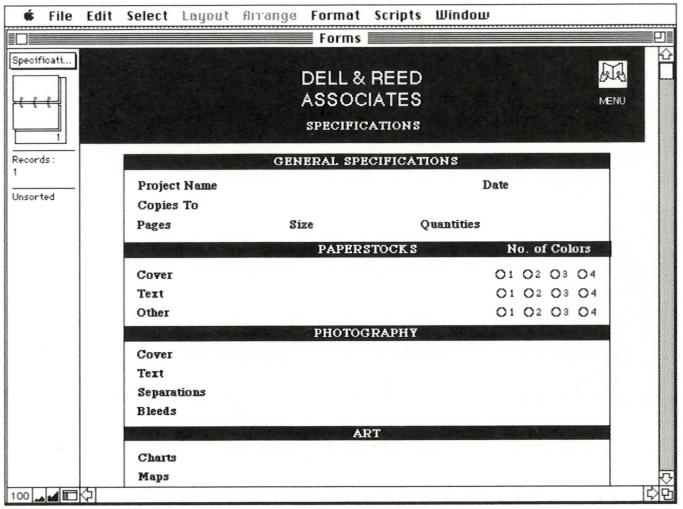
Open **Business Management** folder.
Open **Forms** document.
Click **Specifications** icon. A Specifications form appears. ▶
Click **Menu** icon.
Click additional **forms** icons to view, then click **Menu** icon.
Choose **Quit** from File menu.

MediaTracks Do This

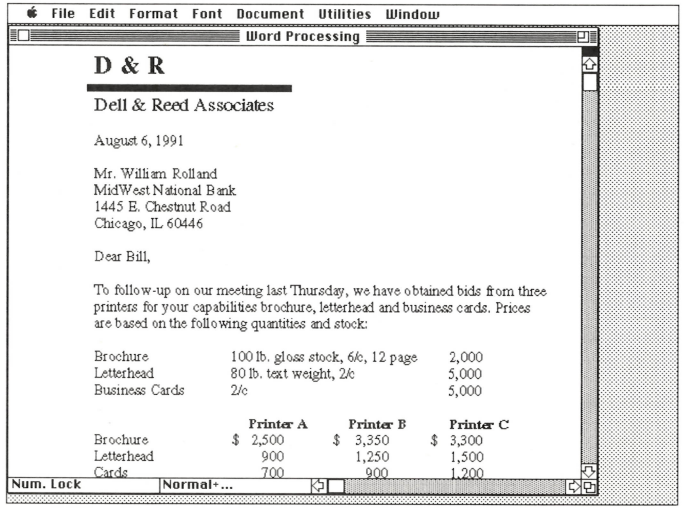
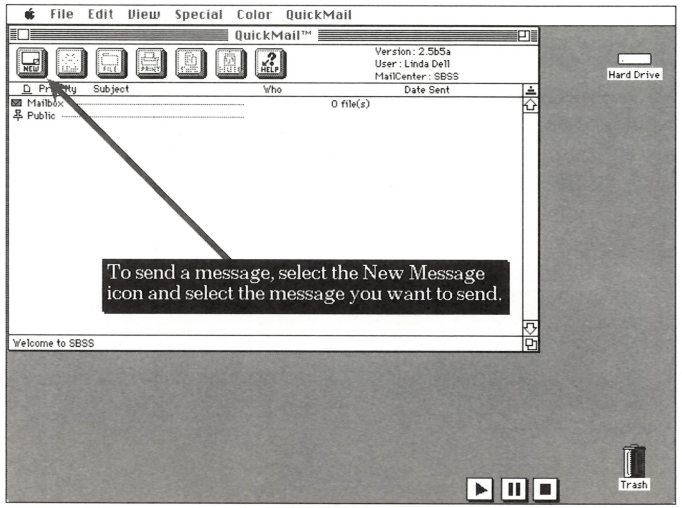
Click on **Business Management** folder to launch demonstration.

Click on **play** button (▶) to continue throughout.

Show This

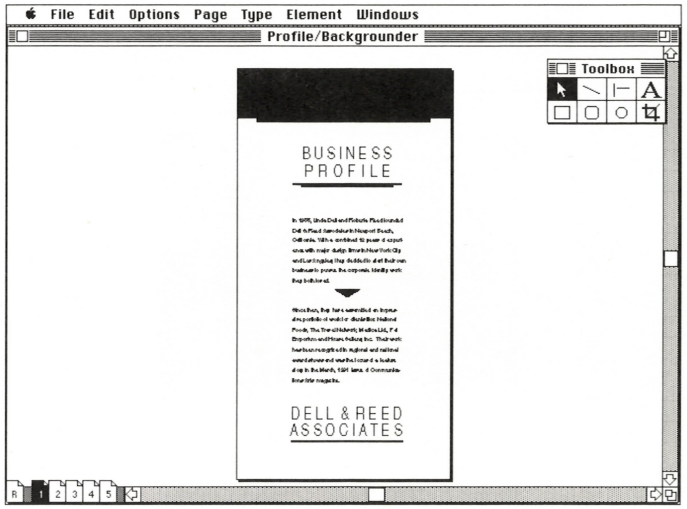
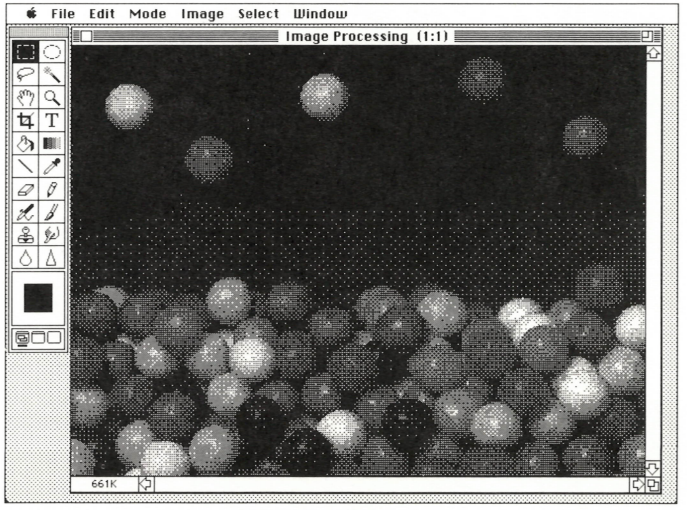


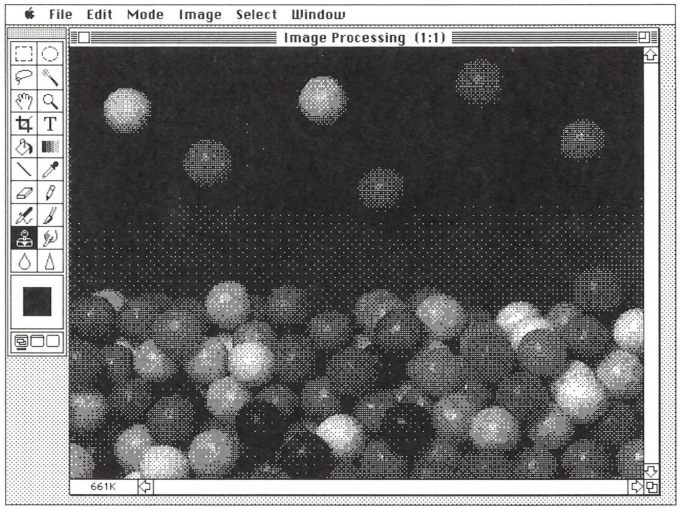
Application: FileMaker Pro

Say This	Do This	MediaTracks Do This	Show This
Correspondence with your clients, freelancers or vendors can be even more effective using Macintosh word processing capabilities. • You can change a typeface, add boldface for emphasis and check spelling with just a few clicks of the mouse. • You can cut and paste copy, from paragraphs to complete pages. • You can also calculate numbers, alter graphs and rearrange your data, without ever leaving your word processing document.	Open **Word Processing** document. ▸ Demonstrate cutting & pasting, changing fonts and styles. Check spelling by selecting **Spelling** from Utilities menu. Click **Start Check** button. Click **OK** when End of Document dialog box appears. Change any number in the **Printer C** column. Delete column C total. Highlight complete column, except total. Choose **Calculate** from Utilities menu. New total appears, boxed in lower left corner of screen. Click in **Total cell** of **Printer C** column. Choose **Paste** from Edit menu. New total appears. Choose **Quit** from File menu. Choose **No** when Save Changes dialog box appears.	• • • • • • • • • • • • • •	 *Application: Microsoft Word*
Communicating electronically with everyone in your studio is efficient and reliable with Macintosh. • After typing in your message, just select the send icon and indicate who you are sending the message to. You can also share files with others, making it easy for creative teams to work simultaneously on the same project. Electronic mail can help you enhance client communications, too. You can share files, even if your clients work on other systems, making the most of everyone's time and money.	Open **Office Communications** document. Click on **play** button (▶) to continue throughout. ▸ Demo automatically returns to desktop.	• • • • • • • • • • • • • •	 *Application: MediaTracks/QuickMail*

Say This	Do This	MediaTracks Do This	Show This
Managing projects is critical to design work. Many people can be involved in creating and producing marketing materials — all working under different but related deadlines. • Notice how every component of the project is shown in schedule chart (PERT) format. • Let's say you just found out that "selecting the graphics" will be 2 days late. We'll change the number of days allocated from 3 to 5. See how every other date has changed, recalculating your end date accordingly. • And, if your end date simply can't change, you can "freeze" it, allowing all other dates to be recalculated. We can also review this project outline in many different formats.	Open **Project Planning** document. ▸ Click inside **Select Graphics** box. Choose **Show Task Info** from Task menu. Change Task Duration from 3 to 5 days. Close **Select Graphics** window. Click **OK** when Task Duration box appears. Note change in critical path. Show the change in **dates** (upper left corner of the **Select Graphics** box). Choose **Project Table** from Chart menu. Review **task boxes**, noting how they list earliest start, latest finish, resource required and elapsed time. Choose **Quit** from File menu. Choose **No** when Save Changes dialog box appears.	• • •

Marketing & Presentations

Say This	Do This	MediaTracks Do This	Show This
In your business, you gain new clients based on work you've already created for others. With a Macintosh, you can create a wide range of printed materials. You can even create a portfolio of your previous work which can then be customized for any client or prospect.	Open **Marketing & Presentations** folder. Open **Profile/Backgrounder** document. ▸ Click **page icons** (⎘ – lower left corner of screen) to display different pages. Choose **Actual size** from Page menu. Choose **Quit** from File menu. Choose **No** when Save Changes dialog box appears.	Click on **Marketing & Presentations** folder to launch demonstration.	
Let's say one of your clients has asked for some background information on your studio. • With background information stored on the Macintosh, you select the information which is most useful for your client and customize the document quickly.		Click on **play** button (▶) to continue throughout.	*Application: PageMaker*
Macintosh offers graphic enhancements, too. For instance, you can scan images, photography and original artwork. • Examine all kinds of creative options by moving images around quickly and easily. • Macintosh lets you paint your images in a world of colors to help you decide what works best.	Open **Image Processing** document. ▸		
			Application: Adobe Photoshop

Say This	Do This	MediaTracks Do This	Show This
You can also alter photographs. Let's say a client wants to add another red gumball to this photo. • Think of how cost-effective this tool can be since it lets you explore creative options before you spend money creating them.	Click **rubber stamp** tool (🖃 – second tool from bottom on left side in toolbox). While holding down **Option** key place **rubber stamp** tool on the red gum ball. Click mouse and release **Option** key. Position **rubber stamp** tool where the new gumball should appear. Click and drag to add new gumball. ▸ Choose **Quit** from File menu. Choose **No** when Save Changes dialog box appears.	•	 *Application: Adobe Photoshop*
Many clients often need assistance in creating impactful presentations. With the Macintosh, you can provide this service and increase your revenues. • You can create high quality slides, overheads or leave behinds more quickly than ever, saving time and money. Your clients aren't the only ones who can profit from this technology. You can use it to present your studio's capabilities or give new business pitches since it's easy to customize the presentation for each prospective client.	Open **Client's Presentation** document. Choose **Slide show** from File menu. Click **OK** when Slide show options window appears. ▸ Slide show launches automatically. When done choose **Quit** from File menu.	•	*Client's Presentation* *Application: Aldus Persuasion*

Say This

In addition to standard presentations,you can enhance your current services or gain a competitive edge by offering a new one, like animated presentations.

- Perhaps your client has asked you to prepare a presentation to kick off a sales conference or a regional meeting.
- Animation will create instant interest for the viewers and highlight your client's new positioning.

As you can see, the flexibility of Macintosh allows you to explore alternatives quickly and easily, and make changes to produce the marketing and presentation materials you need. And by keeping more work in-house, you'll have greater control of the entire creative process.

To take it one step further, let's look at how you can use a Macintosh with prepress production work, including four-color separations.

Do This

Open **Animated Presentation** document. The presentation launches and ends automatically. ▸

Close **Marketing & Presentations** folder.

MediaTracks Do This

•

•

•

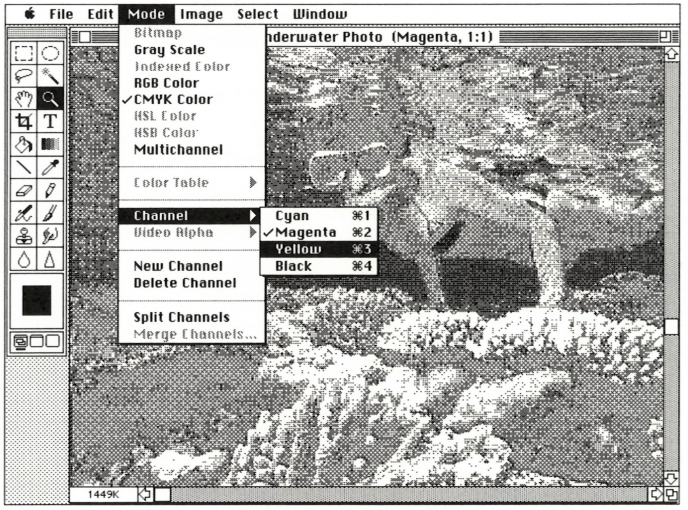
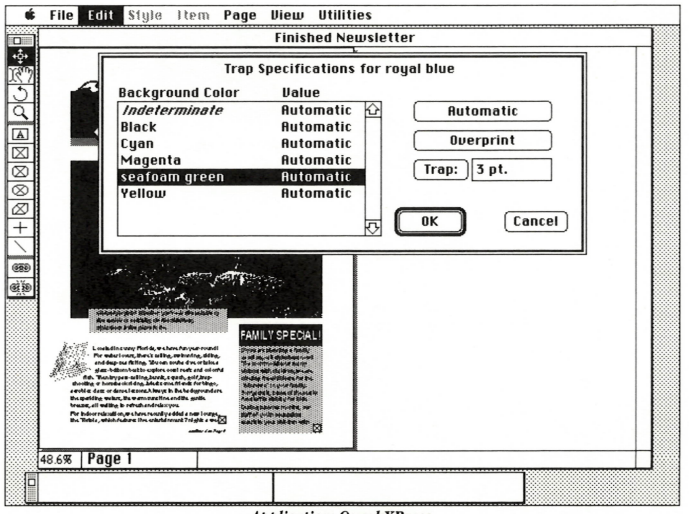
End of demonstration.

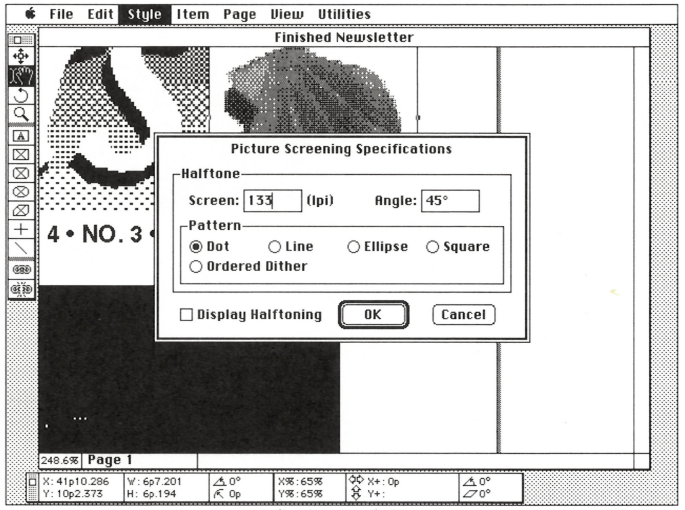
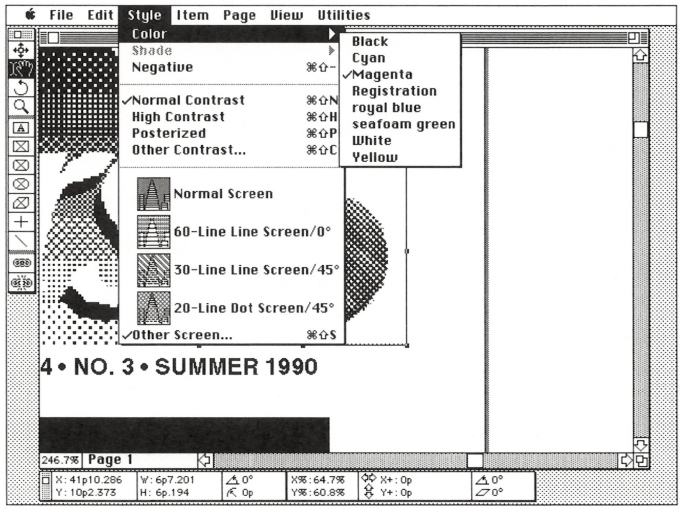
Show This

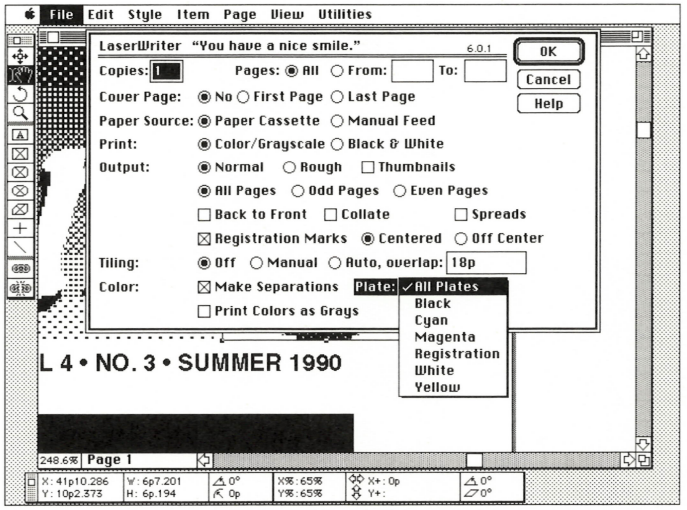
Animated Presentation

Application: MacroMind Director

Prepress Production

Say This	Do This	MediaTracks Do This	Show This
Sometimes the most critical phase of a design project comes after the client has signed off on your design and the project goes into production. Just when you need more control, you have less. But with a Macintosh, you can bring much of your prepress work in-house, which will help you reduce errors, retain more control, shorten production timelines and ultimately, save you money. Here's an example of a photo from the Splashers newsletter. • Once the photo is scanned in, you can convert the scan from RGB to CMYK colors for separating.	Open **Prepress Production** folder. Open **Underwater Photo** document. This file demonstrates the ability to do color separations on the Macintosh. Choose **CMYK Color** from Mode menu. The black channel appears. Under **Mode** menu use **Channel** submenu to choose **Cyan**. Repeat this step for Magenta and Yellow. ▸ Choose **Split Channels** from Mode menu. Each separated process color appears in its own window. Choose **Quit** from File menu. Choose **No** when Save Changes dialog box appears. (This occurs 4 times).	Click on **Prepress Production** folder to launch demonstration. • • Click on **play** button (▶) to continue throughout. • • • • • • • • • • • • • • • •	 *Application: Adobe Photoshop*
No matter how good your printer is, you have to plan ahead so your designs are flexible enough to meet their trapping specifications. • With Macintosh, you can set or customize them to meet your printer's needs. • Knowing this in advance can speed up your printing process and help avoid costly errors.	This file shows the ability to specify trapping for abutting colors. Open **Finished Newsletter** document. Choose **Colors** from Edit menu. Select **royal blue** from list. Click **Edit Trap** button. Select **seafoam green**. Enter **3 pt.** into the Set Trap value box. ▸ Click **OK** button. Click **Save** button.		 *Application: QuarkXPress*

Say This	Do This	MediaTracks Do This	Show This
Macintosh lets you make other specifications before going to film, too. You can specify line screens, angles and dot patterns based on your printer's specifications. • Simply define the line screens and angles to customize each job. • You can also choose from a variety of dot patterns including: dot, line, ellipse, square and ordered dither. Since the elements in your publication — type, graphics and photographs — are all consolidated into one file, you can eliminate the stripping process by outputting directly to film. This will reduce costs and save time.	This demonstrates how to define line screens and colorize black and white photographs. Using the **Magnifying Glass** tool, (🔍– fourth tool from top in toolbox), click twice on the **fan shell** in the upper right corner of the newsletter. Scroll until shell is in center of screen. Using the **grabber hand/text** tool (✋– second tool from top in toolbox), click on the **fan shell**. Choose **Other Screen** from Style menu. Enter **133** into the Screen box to specify line screen. ▸ Click **Display Halftoning** box. Click **OK**.	•	 *Application: QuarkXPress*
Working with black-and-white photos? You can use Macintosh to tint them, too. • Creating duotones from any B/W photo is quick and easy. They can be created using any process, RGB or PANTONE color. • You can also apply a background color in any percentage. • This will allow you to try some creative alternatives right on screen to make the best choices for your clients.	Under **Style** menu, use **Color** submenu to choose **Magenta**. ▸ Choose **Modify** from Item menu. Select **Yellow** from Background Color pop-up menu. Select **20%** from Background Shade pop-up menu. Click **OK**.	•	 *Application: QuarkXPress*

Say This	Do This	MediaTracks Do This	Show This
When you've defined all your specifications, Macintosh can print your color separations to film. • You can add registration marks with the click of a mouse. • You can also specify spot color or 4-color output, negative or positive, right reading emulsion up or down, as well as many other options to meet your printer's needs. • Whether you print to Linotronic RC paper, film or to a laser printer, each sheet will indicate the color breaks and registration marks.	This demonstrates how to set printing specifications on the Macintosh. Select **Print** from File menu. Click **Registration Marks** option box. Click **Make Separations** option box. Open **Plate** pop-up menu. ▸ Show spot and four-color separation options. Click **Cancel** button. Choose **Quit** from File menu. Choose **No** when Save Changes dialog box appears. Close **Prepress Production** folder.	• • • • • • • End of demonstration.	 *Application: QuarkXPress*

Summary

Say This

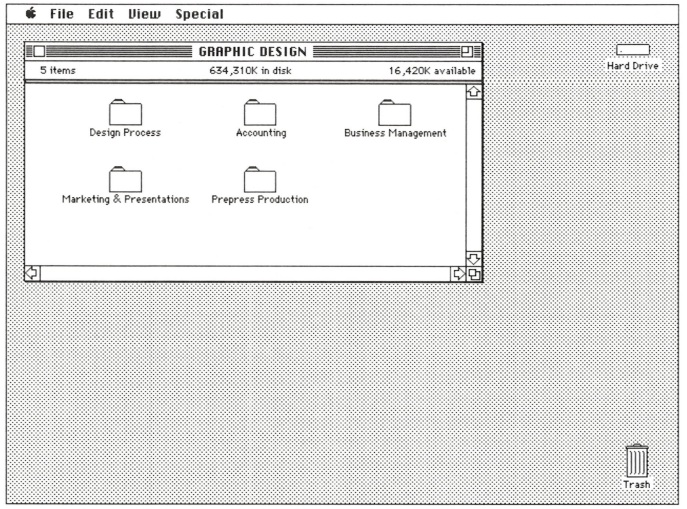
Today I've shown you how to manage your studio work with one computer, the Macintosh. So whether you're manipulating type, altering a design or managing your books, this tool will help make sure it's easy, affordable and only a click of the mouse away.

Macintosh works the way you do. It adapts to your working environment, gives you more control over your business and provides solutions to virtually all of your business needs. It will help the creative process and improve all your communications. And it offers a proven growth path for the future. That's the power of Macintosh. That's why it should be your computer.

Do This

MediaTracks Do This

Show This



SBSS Express Seminars
Business Solutions Directory: Graphic Design

Located on your SBSS Express Seminar CD is a HyperCard stack of Macintosh business solutions including Apple and third party software and hardware products called the Apple Business Solutions Directory. It includes detailed product descriptions, pricing, system requirements and developer contact information. Use this tool as an information resource to provide your customers with details about Macintosh applications that are available to meet their specific needs.

Here's a sample of the Graphic Design solutions found in the directory, more detailed information about these products are located on the CD:

Adobe Photoshop

Adobe Systems, Inc.
1585 Charleston Road
P.O. Box 7900
Mountain View, CA 94039-7900
(415) 961-4400

Adobe Photoshop is an image-processing program that also serves as a paint, pre-press, color, and darkroom system featuring 24-bit color. The user can paint original designs with a variety of brushes, textures, or patterns; retouch photos with a range of airbrushing tools, extend a photo's background with the rubber stamp tool; and blend, layer, or fill multiple images. The program features color trapping, retouching, and color-correction capabilities. The user can print color separations or save artwork for placement in a page-layout program or Adobe Illustrator. Adobe Photoshop converts between different formats and filetypes and uses virtual memory.

Aldus FreeHand

Aldus Corporation
411 First Avenue S.
Seattle, WA 98104
(206) 622-5500

Aldus FreeHand 3.0 is a comprehensive design and illustration tool for graphics professionals. It combines an elegant, easy-to-use interface with exceptional power — giving users complete flexibility in the way they work. The program offers easy access to both its power and its depth of features. With the new on-screen palettes, for example, users can quickly define, apply, and change line and fill colors, layers, and graphic styles to suit both the project and their own work style. Whether tracing existing images or creating illustrations from scratch, users have unprecedented control over the entire process — from concept development to illustration to final production.

Fontographer

Altsys Corporation
269 W. Renner Road
Richardson, TX 75080
(214) 680-2060

Fontographer provides the means to develop professional typographic character sets on the Macintosh computer. It simplifies the creation of high-quality fonts, typefaces, foreign character sets, logos, and other intricate PostScript artwork. The program's features include auto-trace, automatic hints, Bezier curves, and an integrated bit-map editor. Designs can be generated as ATM-compatible Type 1 or Type 3 PostScript fonts, or in EPS format for use as outlines in PostScript illustration programs. Character sets can be printed on any PostScript printer.

PixelPaint Professional

SuperMac Technology
485 Potrero Avenue
Sunnyvale, CA 94086
(408) 245-2202

PixelPaint Professional 2.0 represents an entirely new generation, a second generation, in the category of computer paint. Its tools emulate the traditional, non-computer tools of designers, such as charcoal, pastel, and canvases called PixelPaper. Thus, PixelPaint Professional 2.0 is accessible to the artist seeking the power of computer assisted design without the hassle of learning new metaphors.

PixelPaint Professional 2.0 also offers the experienced artist the opportunity to work with sophisticated image processing techniques unavailable in any other package on any other platform. PixelPaint Professional 2.0 will enable new genres of art which, through the power of System 7.0, will be tightly integrated with other types of documents such as layout, 3D modeling and visualization. Under System 7.0, PixelPaint Professional offers Balloon Help™ and can "publish" your work.

QuarkXpress

Quark, Inc.
300 S. Jackson
Denver, CO 80209
(800) 356-9363

QuarkXpress publishing software provides a professional page design, composition and production environment for producing a broad range of documents. It incorporates full-featured word processing with precision typographical, color, and page composition tools.

Mention of non-Apple products is for informational purposes only and constitutes neither an endorsement nor a recommendation. Apple assumes no responsibility with regard to the selection, performance, or use of the products. All understandings, agreements, or warranties take place directly between the vendors and the prospective users.

Pratt Manhattan

Pratt Manhattan is a professional education institute offering a certificate program in computer graphics and an Associate Degree program in graphic design & illustration. They use a variety of Macintosh computer models from the Macintosh Plus to the Macintosh IIci. The above illustration was done using Adobe Illustrator, Stratavision and Quark Express.

For more examples of materials created by small businesses using Macintosh computers, review the contents of the Made on Macintosh folder found on the SBSS Express Seminars CD.

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